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HENRY FIELD'S SEED SENSE

"FOR THE MAN BEHIND THE HOE"

Published by Henry Field in the Print Shop

Sent free
Compliments of
HENRY FIELD

Vol. XXV

Shenandoah, Iowa, April 1, 1941

No. 3

A Letter from Henrietta

It's been a long time since you've had a letter from Henrietta, but at last here's one she sent in with her order.—H. F.



Grandpa hasn't come to see us this spring, so we had to order all our seeds from his big catalog. I wanted one kind and Luky wanted others and Susan wanted others, so we let mother decide. Elizabeth Rose didn't seem to care at all.

Last Call on Mule-Hybrid

We're down to the last few thousand bushels of Mule-Hybrid corn. Everyone who planted it last year came back for more, and three or four of his neighbors, who had seen his corn, came along, too.

That has cut big holes in our stocks and somebody is going to be left out. I've got open-pollinated corn ready for those who can't get Mule-Hybrid, but I hope none of you have to be disappointed in not getting Hybrid this year.

If you don't want your corn right away, book it anyway and tell me and I'll hold it here until you want it shipped. But I think most of you should have it shipped right away and you certainly must get your orders in right soon.

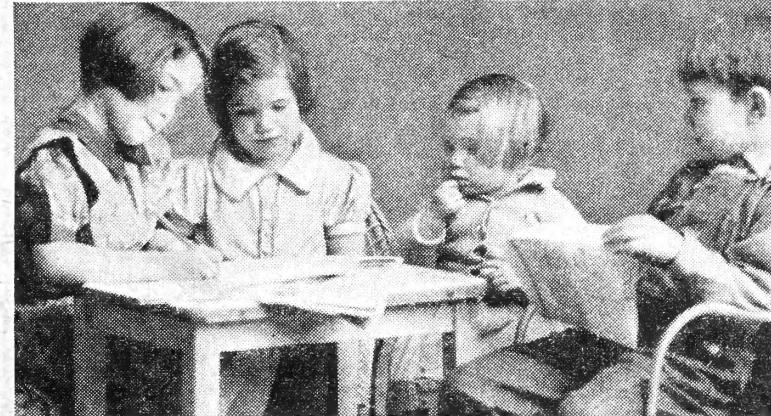
And don't forget, buying Mule-Hybrid before April 20th, you save \$1.50 per bushel over Edge-drop corn. It's just as good or better yielder than Edge-drop and the saving on two or three bushels really mounts up.

And even if you buy Edge-drop grade you save \$1 to \$3 per bu. agent's commission for yourself that you'd have to pay extra if you bought some of the expensively advertised agent-sold hybrids.

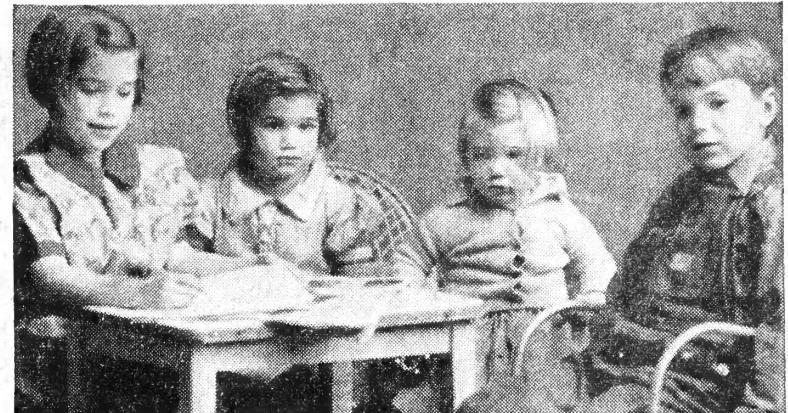
I have nothing against agents, but I do argue plenty against the high prices they have to ask for hybrid corn. There's no earthly reason why you folks shouldn't buy your hybrid corn direct from the producer and save those high commissions the agents get—FOR YOURSELF.

But don't plant all Mule-Hybrid and don't plant all of any other one hybrid. Put in 2 or 3 different hybrids and compare them yourself. That way, you'll find out yourself and convince yourself that Mule-Hybrid is head and shoulders above the rest, just like those folks say in their letters I printed back on page 15. They convinced themselves and now they're Mule-Hybrid customers for good.

H. F.



I had to make out the order, 'cause I write the neatest. Susie and Luky helped, but Elizabeth Rose just sat and watched my pencil move. It's hard work making out an order. I had to bite my lip a time or two to get it just right.



We finally got it all done. Mother let us order \$2.00 worth, part for our own garden and part for hers. She sent another order, too. But we didn't have to pay the \$2.00. Grandpa said we could pay him back sometime with vegetables from the garden.

Don't Hold Up Ordering

I'm not saying any names and I'm not scolding any one of you, but the fact still remains that some of you "put off" and "put off" ordering until just the last minute.

That's all right, usually. I generally have plenty of everything and get your order out by return mail and nobody's hurt. But this year it's different.

The Armistice day freeze which killed so many many thousands of fruit trees and almost doubled our nursery business so far this year and we look for it to get heavier—much heavier during April. Already some shortages are showing up and there just won't be enough stock to go around. Somebody is going to be disappointed.

So you "put-it-offers" better get moving. To be fair, I've got to be strictly "first-come, first served" and I don't want to disappoint anybody. So get your orders in and get the stock set aside for you. I won't ship it until the weather is right in your locality.

Garden seeds aren't so bad. Some items are scarce, but just a few. But you should get that order in soon, so you'll have your seed when the sun comes out and you're ready to plant.

Anyway, aren't you just itching to get started planting? This is going to be a good year—lots of moisture in the ground and that means good yields and fine vegetables. And with the prices of food going up by leaps and bounds every day, a garden is going to be a real profitable investment.

Where else except in seeds and gardening will \$5 bring you back \$150 to \$250 worth of food. The answer is nowhere.

Make a garden this year and make it big. You'll save money, but better than that—you'll be healthier and happier for the effort.—H. F.

P. S.—If you aren't going to order or have already sent it, write me a letter anyway and tell me how you're getting along. After all, you've had SEED SENSE, which is really my letter to you about us, and now it's your turn to write how your gardening is going and how the plants are doing.

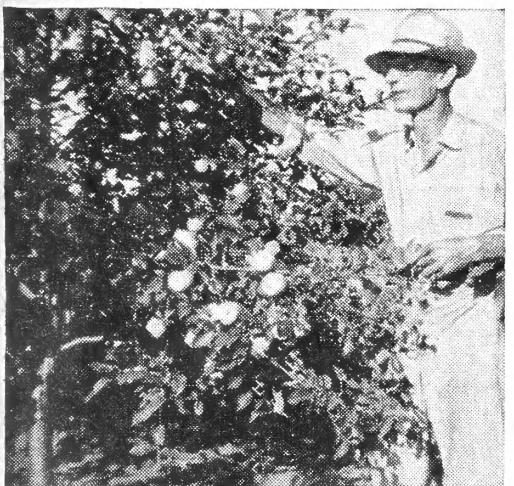
H. F.

SOME HENRY FIELD NURSERY BOOSTERS and What They Grew!



Strawberries on Nov. 8

Whoever says my everbearing strawberries aren't Everbearing, better take a good look at this picture. Mrs. Wm. Chesley clear up in Fairmont, Minn., sent this in and said, "My little girl Norma Jean, 5, taken with a pan of your everbearing Gem strawberries PICKED NOV. 8 from 50 plants purchased of you in May. Plants were just loaded with green berries and blossoms when the blizzard came Nov. 11."



Set 1937—Loaded 1939

Here's another bit of proof of how the Anoka apple bears right after it's planted. This picture was sent in by H. C. Frick of Kansas City, Mo. He planted it the spring of 1937 and this picture was taken July, 1939—with the tree loaded down with fruit. You folks who have lost a lot of trees in your orchard this year, wouldn't go wrong setting out Anoka, if you want quick bearing.



Only ONE Pink Cushion Plant

When I talk about a "bushel of blooms" on the famous Pink Cushion Mums, I haven't been talking through my hat. Here's one of my 'mums grown by A. D. Hatten, Ponchaly, Okla. Honest, they're simply loaded with thousands of blooms. Come in other colors besides pink, too—yellow, white, red, bronze. See catalog page 50.



20 Bu. Grapes from 50 Vines

"This is a sample of grapes grown from vines purchased from Henry Field. We bought 50 vines and this year they had 20 bu. of grapes!" Sent in by Edna Robbins of Linn Grove, Ia. She didn't say what kind but they look like Concord and Concord grapes are hard to beat. Make dandy grape juice and jell.



A Minnesota Customer

Here's how my Regal Lilies do clear up at Minnesota Lake, Minn. This is Mrs. John E. Allbright, a good customer of mine, who shows you what you can raise in the way of lilies with very little effort at all. My, aren't those beauties! No florist could do it any better.

Likes Golden 'No-Wilt'

If you haven't tried the new Golden "No-Wilt" bean you ought to. Read what this lady thinks of it.

"Dear Henry: Your No-Wilt Yellow bean gave us wonderful success last year, withstanding the drought in Wyoming. Another bean, a variety I've planted for years, right beside your bean completely dried up, but your No-Wilt beans started bearing the second time in September. I had the last cooked beans for dinner Oct. 20." Mrs. John T. Foster, Clearmont, Wyo.

* * * * *

Good manners consist largely in treating the other fellow as though he were as important as he would like to have you think he is.



2 Pans Dunlaps—One Picking

"Dear Mr. Field: This is one picking of strawberries. Of course they are Dunlaps from Henry Field's and my, we do enjoy them. My whole orchard came from Field's and how it does bear. I have 4 cherries, 4 plums, 1 wealthy apple, 1 Whitney crab, Black and Red Raspberries—all from Field's. Want to set out some peaches and apricots next."—Mrs. Mary Coates, Clarion, Ia.

How Far Apart?

With so many orchards having to be replaced this spring, there have been a lot of questions coming in about the distances apart to plant fruits. Some of you may disagree with me on some of the figures, but I think these are about the general average over the country.

Plants

	per acre
Apples	30 ft. apart each way
Cherries	18 ft. apart each way
Plums	18 ft. apart each way
Pears	16 ft. apart each way
Peaches	15 ft. apart each way
Grapes	6 to 8 ft. apart—Rows 6 ft. apart
Rhubarb	3 ft. apart each way
Asparagus	18 inches apart; Rows 2 ft. apart
Raspberries	3 ft. apart; Rows 4 to 6 ft. apart
Blackberries	4 ft. apart; Rows 6 ft. apart (Mo. Giant and Ozark Queen 7 ft. apart)
Strawberries	24 inches apart each way in garden; In field 2 ft. apart; Rows 3 ft.

Giving Away Strawberries

I want everybody to get acquainted with the Bellmar Strawberries. I honestly believe it is going to be the leading June-bearing strawberry in the country. SO I'M GOING TO GIVE YOU 50 PLANTS FREE TO TRY! Here's how you get them. I have a \$1.00 bargain strawberry collection where you get 75 Senator Dunlap and 25 New Gem for only \$1.00 postpaid. That's only 1c apiece for these fine big strawberry plants. Now, if you order this month, I'LL SEND YOU 50 BELLMAR STRAWBERRIES ABSOLUTELY FREE with this collection, so you'll be sure to get to try them. Just ask for the Give Away Strawberry Offer and be sure and send your order THIS MONTH. Write me what you think of Bellmars. You're going to get a real surprise.



Tree and Boy—Same Age

“Dear Mr. Field:

“My name is Lloyd Ridge, and I am sending you a picture of my dog Friskie and myself and one of Henry Field's CHINESE ELMS. This tree and I grew up together. It was planted when I was born (just a little 2 ft. tree) and now I'm four and that tree has outgrown me all that way in four years. When I first played outdoors, there was just a little patch of shade.”

Yes, Lloyd, those Chinese Elm do grow fast. No use trying to race with them—though you look pretty husky yourself.

—H.F.

About Pruning Shrubs

Lots and lots of folks ask us about how to prune shrubs. Generally speaking, the rules are very simple.

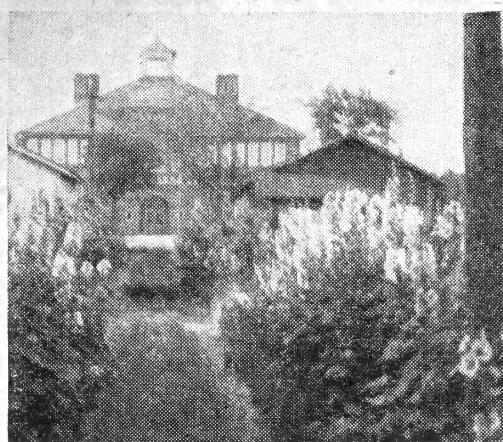
Early blooming shrubs such as Bridal Wreath, Lilac, Forsythia, Japanese Quince and Honeysuckle should not be pruned until after they have bloomed. Pruning them early will not hurt them, but will cut out all the wood they formed last summer on which the blooms appear this spring.

Late blooming shrubs such as Spirea Anthony Waterer, Hydrangeas and Butterfly Bush should be pruned before growth starts. Good idea to cut Hydrangeas back about $\frac{1}{2}$ and A.W. severly to about 8 in. from the ground every 2 or 3 years. The Butterfly Bush should always be cut off to the ground.

Remember, when pruning, not to cut the bush back straight across, but to thin it out by cutting out wood where it is too thick, some short and some long, to retain the natural shape of the bush.

Used Henry Field Seeds— Won 13 1sts

“Dear Mr. Field: Enclosed find an order for nursery stock. Also please send Seed Sense as published. Last year I had a lot of your flowers in bloom at the time of our county fair, so entered 15 entries of cut flowers. In stiff competition, I won 13 1sts, 1 2nd, and 1 5th. I saved this prize money to start a perennial garden and needless to say it will be a 'Henry Field Perennial garden' as I am buying all the plants from you and I'm counting on you to send your usual quality of stock that will make that garden a real showplace.” Sincerely, Bessie Freeman, Newton, Ill.



Does Your Alley Look This Good?

I'm talking to city folks mostly now, though you farmers come in for some of this lecturing. This is a good example of what you can do to hide unsightly spots like alleys or outhouses or neighbors' barns. Doesn't take much work or time, but it makes a world of difference in how things look. This model example was taken back of the Tim Norton residence clear up in Armour, S. Dakota.

My Nursery Stock Is GUARANTEED TO GROW

Some nurseries have been making a big hullabaloo about their new nursery guarantees and how they guarantee their nursery stock. Well I've guaranteed mine for 35 years because that's the way I always sell things—guaranteed to suit, or your money back. And I'll keep on guaranteeing it as long as I'm in business.

Anyway, every bit of nursery stock I send out is guaranteed to reach you in first class, live-growing condition and to please you in every way. If it shouldn't, notify me within 5 days and I will replace it at once. After that, up to October 1st, we take half the blame (weather one-half) and we replace at half price anything unsatisfactory through any fault of the stock. And you're the judge. Fair enough, isn't it?

How to Save Money!

I want to repeat again, for some folks don't understand how they can save more money with our nursery prices. Suppose you buy 5 plums, 5 cherries, 5 apples, and 10 pears. That's 25 trees and you should use the “per 25” rate to figure the cost instead of the “per 5” or “per 10” rate which is higher.

In other words as long as your order totals up to 25 trees, in all, whether they're the same variety or not, I let you take the “per 25” rate which saves you money. Another good reason why you should order from Henry Field.

Seed Sense Free with Orders

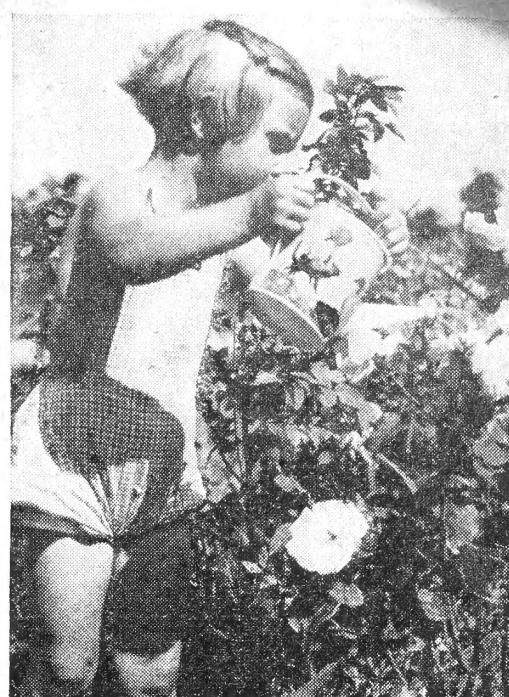
This private little magazine of mine is really free. Its price is simply your garden seed, field seed, nursery, or baby chick order or in other words it's sent free to my regular customers.

So, if you enjoy it, and want it to keep coming whenever it's published, get that order in soon. H.F.

* * *
A lot of presidential timber is usually just bark.

* * *
When a man starts throwin' dirt, you can be sure he's losin' ground.

* * *
About the only exercise some people get is jumping at conclusions.



How Not to Water

Little Joan MacAfee is working hard at washing the dust off the roses. Mrs. Ada Turner who sent this in said Joan had a brand new watering pot and wanted to show how it worked. Mrs. Turner lives clear out in Wayne, New York, and there are a lot of seedsmen between her and us, but she sends clear back here when she wants good nursery stock.

Roses Scarce! Order Early!

Here's a friendly tip for you rose fans and lovers. Get your rose orders booked and booked early. Almost every rose in the midwest has been filled and orders are 4 times any normal year. All over the country the scarcity of roses is showing up more and more and there are going to be a lot of disappointed people if they put off reserving their roses very long.

Quite a few varieties will be sold out before the season is over and then quite a few poor quality roses will be sent out, UNLESS you buy from a reliable nurseryman. That's what I've been for 50 years and that's what I intend to keep on being, so I'm asking that you get your orders in early before we run out.

Rose Garden Idea

“To furnish shade for my rose bed during the hot summer, I planted Larkspur in the well-kept soil between the rose bushes. The roses are in a clear space, but the tall larkspur between the roses is a protection against the burning winds and hot sun's rays and also keeps the ground from drying out. Besides, the tall larkspur with blooms nearly a foot long look lovely with the roses nestling among them in clumps.” Sent in by Miss Eunice Haskins, Editor Stella Press, Stella, Nebr., for Seed Sense.

First Class Chicks!

SAN FRANCISCO, CAL. (AP)—There were 4,406 passengers on board the California Clipper Friday as it winged toward Honolulu, Hawaii. Six were human; the others were baby chicks.—Clipping from the Des Moines Register.



Don't Laugh At Me!

"I know these overshoes are a little big, but when it's muddy and folks want a picture to send to Henry, what are you going to do?" Mrs. A. W. Archer of Hutchinson, Kansas, sent this in with her order this year and said, "Picture of our granddaughter and we think she is grand all right. Our garden has to be small this year, but I wouldn't feel like we had a garden if the seed didn't come from Field's. I always enjoy your catalog and Seed Sense."

Recipe Corner

Usually I put Mrs. Field's choice recipes in Seed Sense, but this time we had so many good ones sent in by our customers during a radio contest, I thought you'd like to see some of them.

Hot Potato Salad

Here's a dish that's flavorful as potato salad, and hearty as only a hot dish can be.

Potatoes, one kettle full.

Onion, 1 large.

Bacon, two strips for each person served.

Vinegar—2 to 3 Tbsps.

Bacon Frys—2 Tbsps.

Three eggs.

Boil potatoes with skins on. Start eggs boiling and bacon frying at the right time so they will all be ready when the potatoes are done.

Dice eggs and potatoes. Flavor with salt and pepper. Mix with chopped onions. Add bacon, broken up into bits. To the bacon fryings, add the vinegar, and let get very hot, but don't burn. Pour this over mixture, stirring well. Top with egg slices, and a little parsley. Serve at once.

Serve this with hot biscuits or corn bread, fresh greens or salad, and you'll have as good and hearty a meal as you ever cooked. Your family will love it.

* * * * *

If you still have some of the corn you canned last year, try this when your green onions are ready to use:

Drain all the liquid off the corn, and instead of creaming it, fry it in a little butter, with some green onions, sliced in thin pieces. Use the young, small onions. They will give a delicate, slightly sweet flavor to the corn, with just enough oniony "zing" to it to make the corn better without smothering the good corn taste.

* * * * *

They've got safety devices for everything but the politician who gets a screw loose every so often.



Did I Do Something?

"I didn't do nothin', honest. I was just standing here and she began to cry!"

Mrs. C. M. Mustard of Silver Creek, Nebr., sent in this picture of their two grandchildren, Theda Joyce Hopkins and cousin Peggy. She said, "Received Seed Sense this morning. Always read it from cover to cover."

About Planting Berries

So many questions have come in this spring about planting raspberries and blackberries; I'm going to reprint part of our planting directions right here. Remember, every order that goes out has complete directions for planting right with it, so don't worry, if you're not just sure how to plant. The directions will make it very plain.

Raspberries and Blackberries

Set in good sized hole about 2 inches deeper than they were in the nursery row. Spread roots well and pack firmly. Trim back to within few inches of the ground when planting. (See Illus. E). Set 4 feet apart in rows 7 feet apart for field cultivation. (1500 per A.) Closer for gardens. When new growth reach 24" pinch off tip to encourage branching. Next spring early trim back to 10". Prune right after picking the fruit. Later remove all old cane that have borne fruit and burn. Leave 3 to 5 branches on new canes. A permanent mulch may be kept on berry beds to conserve moisture and keep down weeds. Dig out any sickly bush that appears and burn.

Plant Plenty of Glads

Gladiolus ought to be made the national flower. Anyone can grow them. They'll grow in spite of you. They'll live through more grief than any flower I know. And I don't know what flower could give you more variety of colors.

If you want bloom all summer long, plant yours at intervals, the first ones early in the spring, and then at intervals of ten days, until the fourth of July. You'll have cut flowers until frost. Of course you'll want to dig the bulbs, after frost kills the tops, and store in the cellar for next spring's planting.

We have plenty of them for you. Pick yours out by color or by size, on page 31 in the catalog, or get my special Aristocrat Glad collection, 50 bulbs of prize winning varieties, for only 98c postpaid. Order them from the back page of the catalog. These bulbs are lively, sure to bloom for you this year.



See What I Grew!

"See the fine cabbage I grew. Well, maybe I didn't grow it all, but I helped." Picture of her brother sent in by Hazel Dahl—granddaughter of Mrs. W. H. Rowe of Granton, Wisc.—another customer of mine in very good standing.

Planting Suggestions By Paul the Nurseryman

This is the time of year to get your garden and berry patch cleaned up in good shape. Rake up all the old leaves and burn them. This will keep disease from spreading into your garden this year.

* * * * *

April is strawberry planting time. You should have a patch even if you have only a 10x10 ft. space. You'll get quarts and quarts from it and 1/100 the cost of berries in the store.

* * * * *

Now is the time to get your lawn reseeded and fertilized. Rake the lawn carefully before seeding, then sow about one pound of good grass seed to every 400 square feet of lawn, and apply a good fertilizer. After seeding, rake well and roll if possible. A good lawn is the foundation of all good landscaping.

* * * * *

We still have a few Royal Rose collections left and I suggest that you order early. Roses are scarce this year and that's one collection where you can get them for less than 25c each. See back cover of catalog.

* * * * *

A good cultivation around all of your shrubbery, shade trees and your rose bed now, will help a lot. Hardy nursery stock needs cultivation just like garden stuff and this would be a good time to get the soil loosened up in good shape.

* * * * *

Mildew on roses doesn't need to be such a pest. Start dusting your roses with Henry Field's Bug Dust as soon as leaves come out and do it regularly about every week to 10 days. This will help to control other fungus diseases as well as insects, too. Healthy plants mean, big healthy blooms.

* * * * *

A farmer friend gave me a good tip the other day. He said he wanted an evergreen windbreak, but was going to plant Chinese Elm behind it to give QUICK windbreak while the evergreens were getting a good start. That's a good idea and lots more of you will want to try it.



90 Aster Plants 9c

“Dear Mr. Field:

“Sending a picture of myself and one picking of my beautiful American Beauty Asters. I got a pkg. for 9c last spring and got 90 plants from it. Sure enjoy picking bouquets for these fall weddings. Made pickings Sept. 7, again Sept. 18, again Sept. 27. They make beautiful bridal bouquets because they have such long stems and are so perfect and large for a cut flower. Surely cannot be beat as they are nice cut for 10 to 14 days. I will never be without Henry Field's seed.”

—Mrs. W. H. Theel, Douglas, Minn.

Believes in Big Garden

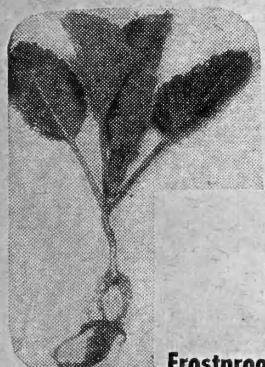
“With a dollar collection of Henry Field's garden seed and a few cents worth of bug dust ordered at the same time we can raise enough good eats to keep a family the year around.

My neighbors believe in big gardens too. They use your garden seeds and your Bug Dust too, and will verify every word I have said.”

Mrs. Joe Thomas,
Carson, Iowa

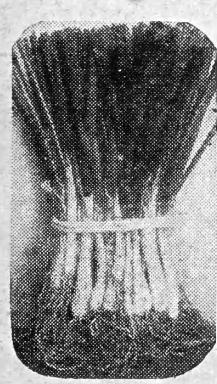
Save Time This Year—Set Plants

Folks have been at me and at me to list more plants by mail than I ever have before. Usually, I believe, seed is cheaper, but I'm giving in to the majority opinion and offering



Frostproof CABBAGE PLANTS

Very hardy, grown outdoors and even a late snow won't hurt them. All have been STATE-INSPECTED and are strong, clean & vigorous. Can furnish WAKEFIELD, NORSEMAN, AND EARLY FLAT DUTCH all postpaid at 100 for 45c; 200 for 79c; 500 for 1.39; 1000 for \$2.29.



Frostproof ONION PLANTS

These are the very hardy plants like the cabbage. Grown outdoors, state-inspected, clean, healthy and vigorous. Can furnish the RIVERSIDE SWEET SPANISH (the large yellow one); WHITE BERMUDA (the sweet one) or YELLOW BERMUDA at 300 for 47c; 500 for 75c; 1000 for \$1.39; or 3000 for \$3.29 all postpaid.



Field Grown TOMATO PLANTS

Grown out-doors and toughened. Take root quickly and produce well. Plants are 7 to 11 in. tall when shipped. By setting plants you can have fruit about 3 weeks earlier. Choice of MARGLOBE, midseason, wilt-resistant STONE, large, late, solid, smooth one, or EARLINA, the earliest of all and very prolific. Prices 50 plants, 39c; 100 plants, 69c; 200 plants, \$1.19; 500 plants \$2.19 all postpaid.



Best Grade PEPPER PLANTS

Pepper plants give you crops quick. Big demand these days for peppers on the market. Can furnish either the CALIFORNIA WONDER, the mild big red one, or RUBY KING, the tapering red one with the thin skin and sharp flavor. Postpaid Prices 100 plants 69c; 200 plants \$1.19; 500 plants \$2.19 all postpaid.



Disease Free SWEET POTATO PLANTS

Choice of three varieties—NANCY HALL (the vigorous, large one), YELLOW JERSEY (the dark yellow one) and PORTO RICO (the red one—good keeper). All varieties postpaid 100 for 45c; 200 for 85c; 500 for \$1.95; 1000 for \$3.25 all postpaid.

MRS. FISCHER'S FLOWER CORNER

Things I want you to try this year . . .

ELSE POULSEN ROSE—I've had dozens of enthusiastic reports on this beauty with its constant bloom and hardiness. This freeblooming Polyantha is the ideal pink cemetery rose.

PINK FLAME HONEYSUCKLE—A vine that constantly bears fragrant colorful blossoms which are as good for cutting as for garden display. Besides using as a vine, I have placed them through my perennial borders where I keep them cut back into low shrubs.

* * *

A good way to show your patriotism is by planting plenty of Red Bud trees. They are native Americans and a credit to their country. (Catalog page 41.)

* * *

That Dwarf Flowering Quince is a 'honey.' Don't overlook it for terrace or rock garden planting.

TIPS GLEANED FROM FLOWER FAN'S LETTERS

"If you love soft blue, you can have it all the rest of your life, if you plant annual ageratum and hardy Flax for they self sow pleasantly."

* * *

"Sweet Alyssum puts a lace frill to my garden and enhances the colors of every flower."

* * *

"My corn flowers in mixed colors were so large and fluffy that many people mistook them for Asters."

* * *

"By placing my Asters in the middle of the garden, the bugs don't find them."

* * *

"I planted my annual Carnations early in an old dishpan. I sunk this in the garden where it gave bloom all summer. In the fall, I brought the pan inside and they went right on blooming."

* * *

"We had a partly rotted tree stump in our yard and by sowing Rose Moss seeds in its pockets, it became a thing of beauty."

* * *

"My Dwarf Bush Balsams looked exactly like little rose bushes."

* * *

"By using Dwarf Cup Flower as the center of interest in a lavender and purple bouquet, it won me a first at our flower show."

* * *

"I liked my Phlox Drummondii so well because no matter what color I was needing for some arrangement, I could find it among them."

* * *

"My Super Giant Asters grew to be four feet tall and had flowers FOUR AND FIVE INCHES across. I received first premium on them at our Fair and they were the talk of the town."



This is a picture of my sister Helen who broadcasts her flower talks every morning at 9 A. M. She is one of the country's foremost authorities on flowers and though she doesn't have time to write a long letter, she wanted to pass these gardening tips from her radio letters on to you Seed Sense readers. You'll find them interesting and full of ideas.

H. F.

Don't these letters from other flower lovers, like yourself, make you just itch to get out and get started planting? I think they probably do. And that's the important thing—GET STARTED and then the fun really begins. This is going to be a grand season. Start early, use good seed, have lots of fun, and you'll find your flowers will reward you a thousandfold in happiness and pleasure.

Your Henry Field
Flower Lady,
HELEN FIELD FISCHER.

HENRY FIELD'S SEED SENSE

"FOR THE MAN BEHIND THE HOE"

Published by Henry Field Seed & Nursery Co.
Field No. 1 Building Shenandoah, Iowa

Henry Field, Editor

Contributors

"Alfalfa" John Nicolson (Seed) Helen Field Fischer (Flowers)
Pete Simmons (Seed & Nursery) Leona Nicolson (Nursery)
Burke Schrave (Field Seed) Irving Steurer (Garden Seed)
Paul Wilkinson (Nursery) —And all my friends and customers

Subscription Price—A Garden Seed, Field Seed
or Nursery Order

Don't Forget the Stores

If you live near one of my 14 stores, you'll find it real handy to run in there to get your seeds, nursery stock, or baby chicks. Each store has a complete stock of most everything you'll need in a planting way and they're mighty anxious to please you. Especially some of the boys almost "bust a button" to see you get taken care of right so you'll maybe write Henry and tell him about it. Here's the list of stores:

Esterville, Iowa, 22 South 6th.
Ft. Dodge, Iowa, 505 Central Avenue.
Storm Lake, Iowa, 512 Erie.
Des Moines, Iowa, 215 Walnut Street.
North Omaha, Nebr., 203 North 16th Street.
Lincoln, Nebr., 942 P Street.
Council Bluffs, Iowa, 535 W. Broadway.
Spencer, Iowa, 216 So. Grand Avenue.
Perry, Iowa, 1302 2nd Street.
Creston, Iowa, 219 W. Montgomery.
Chariton, Iowa, North Main Street.
Algona, Iowa, East State Street.
Carroll, Iowa, 108 West 6th.
So. Omaha, Nebr., 2419 N Street.

Seed Sense's 25th Birthday

I don't know whether many of you folks know it or not, but this is SEED SENSE'S 25th birthday. Over a quarter of a century it has lived just to make you smile and help you with your planting.

It was born February, 1913, so really should be 28, but since there were two or three years that it wasn't published (they don't count in the life of a magazine), its real age is 25.

A lot of you folks have read it all 25 years. Some of you were little boys and girls when SEED SENSE first came out and used to like to look at Ruth's baby pictures and some of you even had your baby pictures in it. And now, you are grown up and you find pictures of Ruth's children, and maybe someday you'll have pictures of your own children in it.

Anyway, SEED SENSE has been a nice youngster. Sometimes it was hard to handle and get out on time, but generally, it has been a lot of fun. Hope you've enjoyed it, too, and will be enjoying it just as much when SEED SENSE is 50. And remember, a nice birthday present is some of those extra prints of your snapshots. They look awfully nice in SEED SENSE.

Don't Quit Planting!

When some folks heard that their fruit trees had been killed in the Armistice Day freeze, I heard them say, "Aw, what's the use. I give up growing fruit;" they said that even though this freeze was the first on record of its kind for at least 52 years and maybe longer.

It's going to be the first ones to establish orchards who are going to reap the Big Profits in a few years. They're going to make money because fruit is going to be scarce and will bring high prices. But that aside, anyone who grows things can't ever give up. I've been planting peach trees for 50 years now and I suppose I will every year as long as they keep dying eventually.

I remember somebody asked my father one day why he was always planting trees. The man said, "Why, you're eighty. You'll never live to eat fruit off that tree." I remember father said, "Then somebody else can," but the funny part was, he DID live to eat fruit off that tree.

The loss of fruit trees is serious. It hurts to have a whole orchard gone all at once. But there's only one thing to do and that's PLANT IT RIGHT BACK THIS YEAR. You'll be one year ahead of the crowd, if you do.

* * * * *

In order to get along these days, a man must keep his back to the wall, his ear to the ground, put his shoulder to the wheel, his nose on the grindstone, keep a level head and his feet on the ground.



Surprise Party for 'The Boss'

Just 17 years ago February, KFNF, our radio station, went on the air for the first time. Then we were one of the pioneers and only a few folks had radio sets and only a few stations were on the air. Maybe you remember the old crystal sets and the "one-tubers" you used to nurse along trying to get a faint peep out of and how proud you were when the static quieted down enough to let you hear someone announce a station.

Well, anyway, the seedhouse folks rigged up a surprise party to celebrate our 17th year of broadcasting. They had all the old-timers who had once broadcast over KFNF back here, they had a big cake made for me, and they presented me with a wrist watch—something I've never owned before.

It was quite a celebration, too—lasted two days with all the trimmings. Of course, I was mighty proud and happy. Who wouldn't be with lots of folks saying all the good things they could think of about you? And of course, most important, to be able to think back over those 17 years of broadcasting and all the good times we've had and the helpful programs we've tried to arrange for you and to plan for all the good friendly programs we can have in the future. Yes, I was proud and wasn't ashamed of being proud and hope that 17 years from now finds me just as proud.

The loving cup you see there by the cake is the one I won as being the most popular announcer in the United States. Hadn't had it out for years, but one of the boys put it out because it fit in with the celebration. Will try to keep on 17 years more with programs just the same or better. Hope you listen.

How Did Seed Sense Arrive?

I've been having quite an argument with our envelope maker. He insists we should mail SEED SENSE in an envelope and I insist that it arrives okay without an envelope and the money saved by not buying envelopes helps me send SEED SENSE to more people.

You folks are the only ones who can settle this argument, if you will be so kind. Write and tell me how SEED SENSE arrives. Did it get bent in the mail? Did the order blank and price list arrive in good shape? Do you think it should have an envelope? Don't bother if you don't have time, but if you would drop me a postcard, I sure would appreciate it.—H.F.

Last Call for Pictures

I'm still paying 50c apiece for pictures that I use in SEED SENSE or the catalog. SEED SENSE must have them. Most any picture will do—your children, your yard or garden and especially pictures of your corn field or your corn crib and a note how the corn did for you. Same of chickens. Need pictures of your flock (you in it) and a story of how the chicks are doing.

Anyway, send in those extra prints. I keep them here and if I can use them, the 50c is paid just as soon as they are used.—H.F.

* * * * *

A man considers a woman a gossip because she repeats things he tells her.



Is Your Order in Here?

I thought you folks would be interested in seeing how a load of nursery orders look when they first start on their way to you. Each is carefully wrapped according to the kind of plant it is, so it will arrive in perfect condition (that's what we guarantee) and then the branch postoffice, right in our nursery cellars, sacks it in the proper sack to go direct to your town and we haul it direct to the train. We work it direct this way, so there will be no delay in getting your orders to you.

This is only the first truckload of the day. We have two or three more like this to catch other trains. We're set up to get your order out to you the same day it comes in—so don't worry about service from Henry Field.

Reasons for Planting Alfalfa

Honestly, I believe every farmer who doesn't put in some alfalfa this year is making a big mistake. First place, the seed is the cheapest it has been in years. Down around \$8, \$9 and \$10 per bu. or around \$2 per acre seeding cost and the Government pays you \$1.50 of that per A. for seeding it.

Besides that, I never saw a farmer yet who had too much alfalfa. Alfalfa is head and shoulders above anything else for a hay crop. Rich in protein, it balances the corn you feed which is rich in carbohydrates, and replaces most of the tankage, soybean meal and cotton seed meal you have to buy to get protein supplements.

Some farmers say, "Well, I don't want to have something I have to leave down forever." Well you don't. Used to, when seed cost so much, but nowadays it's cheap enough you can fit any rotation and plow it up at the end of three or four years while it's still good. And did you ever see corn grown on alfalfa sod? 100 bu. per acre is nothing. Nowadays, with Mule-Hybrid bred to yield as much as the soil will let it, it should be on alfalfa sod to get all the bushels out of it you can.

And then there are the farmers who think their land is too sour. Can't raise alfalfa. The Government is encouraging them to sow alfalfa, not only by high seeding payment, but also by paying \$1.50 to \$2 per ton for sowing lime. In other words, you're getting paid to do what will do your farm more good than any other one thing.

To do my part, I've made some "rip-snorting" alfalfa buys. You can't beat one of these prices anywhere, and I dare you to find seed that even begins to compare in quality to this alfalfa. Of course, I have other lots, too—you'll find them on the price list—but these are a few of the extra special bargains.

Cossack

Some consider this hardier than Grimm, especially in Northern Iowa and Minnesota. Beautiful seed 98½% pure. **\$14.95** Per Bu.

Good But Cheap

A special lot of hardy northern grown Alfalfa—not as beautiful as some of the others, but 97% pure and will give you just as good stand. Eligible for all AAA payments. **\$8.95**

Field's Special Blend

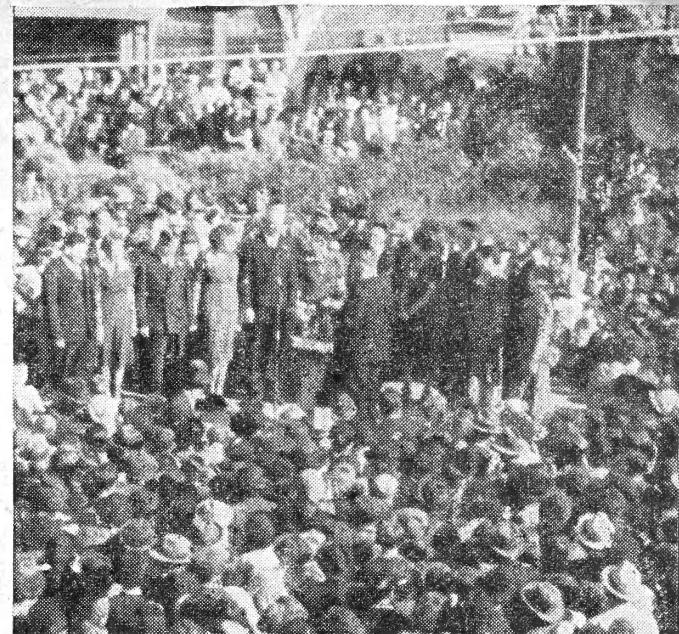
My own special blend of hardy, deep rooted alfalfas, with home grown leafy types. A real yielder and a real bargain. 98½% pure. **\$10.95**

Grimm

A special "Lot Hardy" Northern Grimm, considered one of world's hardest alfalfa. This special lot made to give you the hardest at a real saving. **\$10.50**

Special April Alfalfa Bargain

For Seed Sense readers only. This is a special lot of very hardy Montana-Wyoming Dry Land alfalfa. Was able to get just a little—enough to last about 1 month, so order early. Very bright, plump, high germinating, 99% PURE. A "steal" in alfalfa if there ever was one. Only **995**



Picture of Our Free Wedding

Of course, you folks who hear us on the radio every day know what this is all about, but a lot of you SEED SENSE readers don't.

This is a free wedding that we put on about once a year. It's really a gala occasion. Mr. Pearson, KFN Radio Pastor, reads the marriage ceremony and any young couple that wants to get married just has to step up and join the group. Everything's free. The jewelry dept. donates the rings, the nursery dept. the flowers and the cafe a free party, etc., and my, do we have a big time.

This gives you an idea of the crowd that attends and this picture doesn't even begin to show half of them. There were so many we had to hold the wedding outdoors on a platform. Yes, it was a broadcast. If you look close you can see the microphone on the stage.

Questions and Answers Dept.

Q. Should I trim the roots of trees before planting? How?

A. Not necessary as we ship stock all ready to plant. Do trim off any broken roots with a sharp knife. Plant in good sized hole, spread roots, and be sure to tamp earth firmly to avoid any air pockets which kill trees.

* * * * *

Q. Are Chinese Elm really good for hedge?

A. Yes—they're the fastest growing and tightest growing hedge in the world. They grow so tight, if trimmed, that a rabbit can't get through. They must be trimmed often to keep them tight. Set 1 ft. apart and cut back severely when planted. The 1 to 1½ ft. or 1½ to 2 ft. plants are ideal size to plant for hedge.

* * * * *

Q. One of my hybrid tea roses had a single bloom. What's wrong?

A. The delicate varieties of Hybrid teas are grafted on very hardy wild rose stock to make plants hardy. If set too shallow, the root sometimes sends up a shoot which is of course single. You can tell them because they have 7 leaves where hybrid teas have but 5. Cut them clear off. Always plant your roses quite deep to avoid this.

* * * * *

Q. Can you suggest some annuals for edging a flower border?

A. Nasturtiums, Pansies, Portulaca, Verbena, Dwarf Zinnias, Dwarf Marigold and Dwarf Mexican Zinnia (which likes poor soil).

* * * * *

Q. What should I do with my fall bulbs after blooming?

A. Let leaves die clear down before you remove them. Plant annuals in between bulbs so you will have blooms there all summer. You can dig bulbs and store where cool and dry or leave in ground for another season's bloom.

* * * * *

Q. Do rhubarb and asparagus bear the first year?

A. Normally, you shouldn't take any crop the first year. But with our new Paradise asparagus, the plants aren't hurt a bit, if you cut the first year. Let rhubarb get established before cutting.

* * * * *

LETTERS FROM HENRY FIELD

While Henry was down at the cabin for a few days this spring putting in his garden, he wrote back each day a long letter to be read on his radio program every noon hour. We talked him into letting us have a page of Seed Sense because we thought you folks would enjoy these letters as much as we did.

—Some of the Seedhouse Folks.

Centerville, Mo.
Sunday Eve.

Dear Folks All:

Well, here we are in the cabin again, sitting by a big wood fire, and getting ready to go to bed pretty soon and sleep like a log.

We had a nice trip all the way. Reached Moberly at 6:10 P.M., just five hours from the time we left home, 250 miles. Pretty good going. Stayed at the cabin camp there, ate a big supper out of the lunch basket Bertha had fixed, and got a good night's rest. Got up at 5:00, and after a cup of good hot coffee out of the thermos bottle, were on the way by 5:30. Reached the cabin about 11:00 and found Jim waiting for us. He had the cabin opened up, and fires built.

As soon as we were able to stir around after dinner we went over the garden and most of the rest of the place, and sized things up. Everything seems to be in fine shape. No winter-killing at all except the tender roses and they always do kill back. The apples, peaches, plums, raspberries, blackberries, boysenberries, strawberries, and in fact all the fruit, are alive 100%. I think the best I ever saw them. Fruit buds all alive. Not like at home. Pansies blooming in the open without mulch.

Beautiful day here today. High of 62. Ground just right to work. Will get my garden plowed tomorrow. Jim hadn't plowed it before as I had some strips of hardy stuff that will have to be dug and moved. Hope to get a lot of stuff planted this week. Bertha wants to get her flower gardens all cleaned up and some reset. She was out in the orchard and got a lot of Spring Beauty bulbs and moved them into the rock garden. They are just coming up now and she thinks she can get them to live.

The boys have a lot of Mo. Giant blackberry plants dug ready to send to you. They are fine plants.

Too sleepy to write more, so will close with this.

H. F.

Tuesday Morning.

Dear Folks All:

Well, the nice weather went back on us and we didn't get to make garden Monday after all. I got the garden plowed all right, but that was all. We had a mixture of rain and snow. Not cold, but wet and sticky and sloppy. The garden plowed fine and will be in nice shape to work when it turns warm again. I got the blackberries and grapes in the garden partly pruned while Jim was plowing, and then the rain drove me in. We dug some lovely parsnips and had them for dinner along with some of the home grown pork chops, and apple sauce. Bertha made some orange marmalade, but it won't be jellied until today.

In the afternoon Jim took the blackberry plants over to Ironton to go by express and you probably have them by now. Also the ferns. He wrote and sent the list and count on them. H. F.

Tuesday Eve.

Dear Folks All:

Well, I've got a hunting story to tell you this time, not quite as thrilling as Pate's bear story as I didn't go up the tree after the game like he did, but it was treed all right and I got it down.

We were working around the yard this afternoon when we heard Jim's hound, Skippy, making a great racket way over in Cave Hollow, across the creek. Like all men who own hunting dogs, Jim always knows what they are talking about when they bay on the trail, so I noticed him listening and asked him what it was all about. He said that Skippy had some big game treed and wanted us to come over and bring the gun, so he suggested that I bring my camera and come along. He took his rifle.

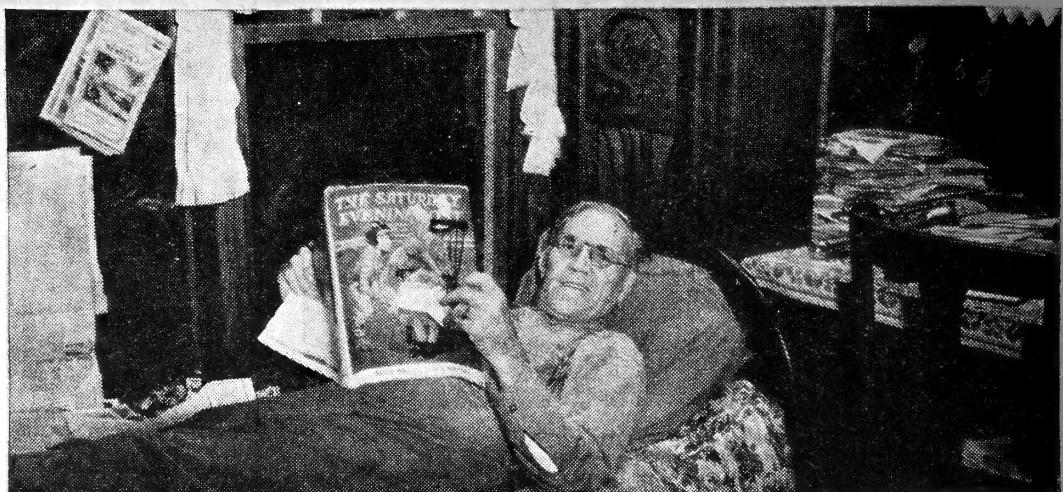
On the way over he confided that Skippy had said both "big game" and "ground hog," but that Skippy had been whipped once by a ground hog, so he probably considered them big game, and always asked for help.



A picture of a portion of H. F.'s garden. He can grow most everything he needs except coffee, sugar and tea right here and we even grow some of the sugar. This is private garden. All big trials are here at Seedhouse. Taken 1940.

When we got over there, sure enough, it was a ground hog — treed — although I would have bet anything that a ground hog couldn't climb a tree. There it was, about 25 feet up, in a small tree, and Skippy racing around like mad and bragging and showing off, like a dog always does, and telling what he would do to the ground hog if he could get to it, and pretending he was going to go right up the tree after it.

I took some pictures and then took the rifle and "barked" Mr. Groundhog, as I wanted to drop him down alive and see a fight or a foot race. But he wouldn't come down, although the bark flew right by him. So then I pulled closer on him and nicked him and jarred him off the limb, and down



Solid comfort in our Ozark cabin! This is HF's corner in the evenings. Notice he has got everything handy—almanac, radio, radio programs, and magazines. You don't have to be rich to be happy. Who could be more comfortable than he is?

he came. I think Skippy caught him before he lit, and whipped him in great shape and soon finished him. Then he brought it and laid it at Jim's feet as he has been trained to do with all game, and Jim patted him and bragged on him and he was very happy and proud.

Just then the shepherd pup, which had tagged along, came up and wanted to see the ground hog and started to smell of it, and Skippy jumped on him and gave him a good licking. It was all right for Jim to have the game and carry it home, but nobody else, man nor dog, should touch it. He wouldn't even let me examine it.

Well, I got the pictures anyway, and I believe we had almost as much fun as Pate did with his bear.

H. F.

Wednesday Eve.

Dear Folks All:

Will not write much tonite, as I have been working outdoors in the cold all day and it makes me sleepy when I come in to the warm house, so I'm going to bed soon.

Rather chilly today, but we got a lot done. Plowing, harrowing, digging plants, making flower beds, and doing a little of everything. Got the blackberries all trimmed, and it was quite a job, they were so big and heavy and tall. They are alive clear to the tips. So are the Boysenberries. Got my garden all plowed and harrowed and laid out, and the rows measured off and staked, but nothing planted yet except some strawberry plants. Bertha had Mrs. Eudy helping her this afternoon and they worked in the rock garden all afternoon.

Well, I'm too sleepy to write, so I guess I better leave the rest for next time.

H. F.

Thursday Eve.

Dear Folks All:

This afternoon we all worked in the raspberries and blackberries. Pruning, digging plants, and setting out plants. I set a lot more of the Royal Purple Raspberry. Used some fine plants I grew myself. It's the best raspberry I ever had yet. Wish everybody could have them. Most folks I guess don't realize what it is. You know it's a hybrid and has all the same advantages and good points that hybrid corn has. Size, hardiness, vigor, yield, and quality. It's got everything. It's the only raspberry I'm setting any more of.

Mo. Giant and Ozark Queen blackberries are alive to the tips. We were digging some more plants to send up there and a few to set more here too. Will start digging Bellmar strawberry Monday.

I'm going to plant my potatoes tomorrow if the weather is good — and I think it will be. I probably won't get the ones in the field planted till Monday, but will get the ones in the garden all in. I'm planting 8 varieties (the 7 we list and one new one for trial) side by each, and will try to tell you this fall which is the best. Will probably get onion sets, radishes, lettuce, and peas planted too.

We are going to have some of the neighbor women count and bunch the strawberry plants. They will work in the old log cabin as it makes a convenient place to work, and the men will dig the plants and bring to them from the field. By the way, this will tie up the log cabin for about a month, so none of you need figure on coming down and using it as a guest house till the women are through with the plants.

Haven't been off the place since we came, but may go in town on a quick trip tomorrow, as Bertha needs sugar and lemons (two things we don't raise), and I've got a bushel or two of parsnips I'll take in to pay the bill. I've got a surplus of nice potatoes in the cave to sell, too. Ones we raised in the garden last year. The store said they would give me \$1.50 a hundred for them. One of the neighbors wants some of them though, so I won't take them in till he gets what he wants.

Well, guess I better close for this time.

H. F.

Guess this is a pretty good report of what we are doing, except that he forgot to say I am still making orange marmalade. Made the second batch today.

I put the sweetpea seed to soak today and will plant it Monday. Will put it in the new flower bed on the east side of the wash house.

All tonight.

Bertha.

Friday.

Dear Folks All:

Well, I got my potatoes planted, but had to finish up in the rain. Rained all afternoon. Got the potatoes in the garden planted, and will try and get in the ones in the field tomorrow. Also planted peas, onion sets, lettuce, and sweet peas. Cleared off nice this

Continued on Page 10



How to Make Money

Here's a picture of the melon stand of Earl M. Beck of Thomson, Ill., who took my advice about making money selling truck in your own roadside stand. It looks like he has done a good job of it. You need to have fresh vegetables, a clean stand, a big sign, a nice smile and give good measure and you'll do well. If you grown-ups don't think you have time, let the kids do it. They'll make good money and learn a lot at the same time and mostly they can take care of it when school isn't on anyway.



35 Prizes with Field's Seed

Here's the garden truck grown from Henry Field seed that Walter Eckley of Tekamah, Nebr., exhibited at the Burt Co. fair last year. Out of 33 entries, Walter won 20 FIRST prizes and 5 Seconds, which is a pretty good record, seems to me. To do that, the stuff has to be extra-fine quality and absolutely true-to-name, which means Walter is a good gardener and he used good seed.

Garden Seed Free Gifts

Don't forget to ask for your free gifts when you send in your garden seed order. Every order for \$1.00 or more can choose for their gift one of the following: 3 Royal Purple Glads; 1 pkt. Scarlet O'Hara; 1 pkt. California Giant Zinnias; 1 pkt. Early Blooming Poppies. If your order is for \$2.00 or more, you can choose two of the gifts; if for \$3.00 or more, you can choose three of the gifts, etc. These are simply my way of saying thank-you and I want you to ask for the one you want. And chances are, you'll find some other free gift tucked in too.

Some Garden Seeds Scarce

It isn't very often we run low on garden seeds, but this is one of the years. Most of you know on some varieties we make heavy importations from the most famous growing fields of Europe where the finest seed comes from. In some cases this was cut off entirely and in some we were able to get only a partial shipment.

So if you're putting off ordering carrots, onions, beets, and a great many flowers, don't—because there won't be seed of some of these left. Some folks have ordered a two-years' supply, but I don't know that that's necessary.

Boys and Girls Read This

Don't forget that all kiddies whose father or mother order garden seeds from Henry Field get a big Conglomeration packet of all garden and flower seeds together for just 1c (it must be your own 1c). Here's some of the things Billie Lutz, 6 years old, raised from just one packet:

Dear Mr. Field: Here are the things I raised from your one cent package of seed last spring. I sold about \$1.50 worth of watermelons and muskmelons, and Mamma canned six quarts of beans from the beans in my garden. I had peas, lettuce, cabbage, turnips, beans, beets, radishes, carrots, parsnips, tomatoes, cucumbers, squash, pumpkins, muskmelon, and watermelon. I also had one cane stalk and Morning Glories, Hollyhocks, Nasturtiums, Zinnias, and Marigolds."

—Billie Lutz, 6, Manhattan, Kans.



Canned 206 Quarts

"Dear Mr. Field:

"Picture of myself and some of your Scarlet Slicer tomatoes which I raised last year. They were the finest I've ever raised. Canned 206 quarts, ate all we could, gave some to the neighbors and there were still plenty on the vines that the frost got. Am ordering more seeds this year from you, you can be sure."—Mrs. Tom Jones, Polk, Mo.

Vegetables for Freezing

Now that there are so many cold storage locker plants around the country, a lot of folks are learning to put their vegetables away by freezing them. Our state college at Ames has been experimenting with different varieties trying to find out which varieties are best for this purpose. Here are their recommendations:

SNAP BEANS—Burpee's Stringless, Bountiful, Giant Stringless.

SNAP BEANS, WAX POD—Pencil Pod black wax, Round Pod Kidney Wax.

LIMA BEANS—Henderson Bush.

CORN—Golden Sunshine, Golden Bantam, Golden Cross Bantam, Country Gentleman, Stowell's Evergreen.

GREENS—Swiss Chard, Kale, Spinach.

PEAS—Little Marvel.

If you have a locker, be sure to order some of these varieties for freezing and give them a try.

Some Good Thoughts

Dear Mr. Field:

I have been a gardener since I have been large enough to use a hoe. I have never failed in the same crop two years in succession. I attribute my success to the following rules:

First: I plant more than we will need. There are always garden enemies and I have had them all.

Second: I keep each foot of space working for me throughout the growing season. My friends tell me that I plant until the ground freezes. Anyway, before one crop is gone another is coming up between the rows. This keeps the rows the same distance apart.

Third: I rely upon a number of tricks to lighten my work.

Fourth: I start fighting my garden enemies before they appear.

Fifth: I plan each garden carefully. Then not even the August sun stops me.

But these things alone will not assure garden success. We have a family tradition. "The better the seed the better the garden." Years of dealing with your company have taught us that if one tries and tries again and does not succeed they are not using Henry Field's seed! A satisfied customer, Mary McQuitty, Tarkio, Missouri.

Don't Worry About Wilt

If you have been troubled by wilt taking some of your vegetables, you shouldn't be worrying about it, you should be trying some of the new wilt-resistant strains. They have been developed, now, in almost all vegetables susceptible to this disease and they really work.

In Watermelons there is now a wilt-resistant strain of both Kleckley Sweet and Stone Mountain (Cat. page 21). In Muskmelons, there's a new mildew-resistant strain of Hales Best (Cat. page 14) and in Cabbage, if you're bothered by wilt plant, either Marion Market, early; Wisconsin Hollander, late; or Wisconsin All-Season (midseason) and your troubles are mostly over.

About Hybrid Sweet Corn

I've never seen people go hog wild the way they have about Hybrid Sweet Corn. They're simply stampeding us with orders and telling their friends about it, too.

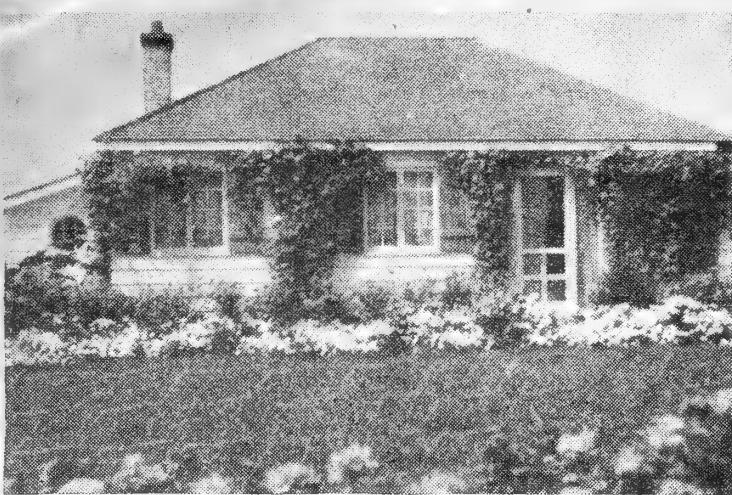
This hybrid sweet corn, just like hybrid field corn, yields more, and is bred to be sweeter, more tender, and larger than the older varieties you used to plant. And it really is.

I think the most popular variety is my Hybrid Corn Blend (on front cover of the catalog). It has some of all varieties mixed to give you sweet, hybrid roasting ears coming on all season long. For canning, the Early Giant Golden Bantam leads the pack in popularity. It's pictured on the front cover of the catalog, too.

If you haven't tried them, you really should give yourself a treat to the sweetest sweet corn you ever ate.

* * * * *

It's a funny thing, but the higher up a man gets in the business world, the less you can figure out what his signature is.



Look What Flowers Do to a Home

Here's a good example of what a little planting and work will do to make a home worth twice as much. Isn't that a beautiful sight? And not at all hard to have.

Mrs. S. E. Timpe of Highland Park, Ill., who sent this in with another big garden seed order for more planting, said, "Your Bug Dust is a Cure-All or Kill-all. I use it on everything from cabbage to nasturtiums. It saves me a lot of trouble as I don't have to have a lot of different insecticides around. My big bed of Golden Gleam nasturtiums stayed healthy and full of bloom until frost killed them. Little black bugs killed the neighbors' early in the summer."

Maybe Bug Dust is her secret. If it is, you all ought to try it.

Henry Field's Letters Continued from Page 8

morning and mild.

While it rained yesterday I got a lot more painting and varnishing done in the wash house. Got a second coat of varnish on the walnut woodwork, and it sure shines now.

Expect to start digging Bellmar strawberry plants tomorrow to ship up there. Will work them in the old log cabin. The plants look extra good this spring. Must close now.

H. F.

* * *

Sunday Morning.

Dear Folks All:

We had a really lovely day here yesterday. Typical Ozark spring weather. High of 71. Just right to work. And we made the most of it. I got cabbage and onion plants set out, new rose bushes, and a lot of shrubs and perennials. Just a general moving around on them.

Jim stayed to dinner with us, and just as we were about done with dinner, the two men from the seedhouse who were coming down after the spotted pigs drove in, and fortunately there was enough dinner for them too. Bertha always cooks lots of everything, Missouri style, and there is always room for an extra chair and plate.

I think it would be interesting to know how nearly we live off of the products of the place even at this time of the year when there is nothing fresh in the garden. Here is some of the food stuff we have used out of the cave while we have been here this trip.

Potatoes, turnips, onions, parsnips, carrots. Canned vegetables: green beans, lima beans, red beans, tomatoes, okra, peas, asparagus, buttered beets, kraut, cucumber pickles, chili sauce, pepper hash. Canned fruit: peaches, apples, blackberries, boysenberries, red raspberries, purple raspberries, black raspberries, strawberries, gooseberries, cherries, grape juice, and plums. Canned chicken, pork, corned beef, and soup. Also jellies, jams, etc.

I probably have overlooked some, but that's the ones I remember now. So you see we don't go hungry. About all we have to buy is sugar, tea, and coffee. And we have some home grown sugar (maple sugar from up the creek a little ways, and home grown sorghum molasses). Yes, we grind home grown wheat on a little hand mill and make our own cereal and coarse whole wheat flour.

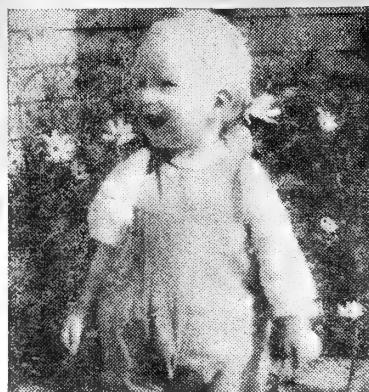
I have always believed that we have all gotten too far away from being actually self supporting by making our living off the land. Some day we may have to come back to it. Maybe **you** wouldn't like it but **we** do. We live well and comfortably off of our little garden here and any one else could do the same—if they are willing to work and plan and live simply. And it can easily be an "abundant life" too. See what we have had on the table the last two weeks; and this at an off time of the year. In summer and fall it would be much better yet. And while we are working hard, we are feeling better than usual. Eat like harvest hands and sleep like a log.—And a nice hardwood fire to sit by in the evening and listen to the radio.

Looks like another nice day today. Bright and nice this morning. The men are digging strawberry plants for the women to bunch, and as soon as they get a few dug ahead we will go to setting plants in the new patch. The two men will dig and drop for me and I will set them myself. Bertha has a lot more work planned in her flower garden. Gaillardias to move from where they came up volunteer, pansies which come up everywhere like weeds must be rearranged, and so on.

Jim is helping Cam Gastineau (our neighbor on the north) make some contour terraces in his pasture or meadow.

One thing I want to do yet is to plant some garden in a new clearing up on the ridge. Our garden here is in a little valley and some say the ridge land would not be so good, but I have an idea it might be better as it is warmer in the early season. Anyway I want to try it. Must go to work. Be home tomorrow or next day.

H. F.



Whoopee!

"Ain't life wonderful? No use being glum and worried, there's so much to be happy about." Anyway, it looks like that's what Robert Bentley—2-yr.-old son of Mr. and Mrs. A. R. Bentley of Shields, Kansas, is saying. Those are Henry Field Cosmos behind him.



Peter Peter Pumpkin Eater . . .

"Peter Peter, Pumpkin Eater, had a wife and couldn't keep her. Put her in a pumpkin shell and there he kept her very well." Trouble is this is a shell of a watermelon. Jennings Hopkins of Paragould, Ark., who sent this in with his order, says it weighed over 100 lbs.

Clipping from Dale Carnegie's Column, Jan. 21, 1941

Author of "How to Win Friends and Influence People"



Dale Carnegie

Back in the 1890's a certain young man used to get up at 6 o'clock in the morning, harness a horse, fasten him between the shafts of a buggy, go back to the house and get a basket and put it into the seat. The basket contained something which has made him a success. Seeds; just plain, ordinary seeds.

That man was Henry Field, and the town where he lived was Shenandoah, Iowa, about 40 miles from where I was born.

But these seeds proved to be not plain, ordinary seeds after all; they were extra good seeds. He raised them in a garden and in a cornfield and, when he sold more than he produced, he bought seeds from his neighbors. He printed his name on the packets, he put the seeds in the packets himself, sold them himself.

In the spring, black loam rolled up on the wheels of his buggy till he had to get out and scrape it off with a stick. In the summer the thermometer hit 100. And if you know southwestern Iowa, you know that is furnace heat.

But Henry Field took to the farmers something more than seeds. He took instruction in seed planting, and news, and encouragement. He told them how to fight the grasshoppers, how to lick the cinchbug, and how to cure epizootic. When the farmers and their families saw his horse clear the brow of a hill, they ran shouting, "Here comes Henry." Hired men tied their horses to barb-wire fences, and came to hear the news. After he had passed out the news, and taken in the orders, "Henry" would cluck to the horse and rattle off to the next neighbor.

But the thing Henry Field really sold was personality. People liked him. His company prospered, boomed. He no longer went out on calls, but he infused his company with his personality. He wrote letters to the farmers, chatted with them. He bought a radio company station in Shenandoah, and talked over it. He told the condition of the roads, who was sick, what his grandchildren were doing. The people in this section would turn off the biggest star on the air to listen to Henry Field.

He made a trip to Mexico and wrote a daily letter home. His son read it over the air. Thousands and thousands of farmers in their imagination traveled through Mexico with "Henry."

He is now selling thousands of dollars worth of seeds and supplies a year, for the most part on his personality. Naturally, he backs up his personality with quality products. He has a million customers a year. He is "Henry" to them, one and all.

There is a valuable lesson in this for every one of us. Use your personality. Make it mean something to the people you have to deal with. Henry C. Link, author of "The Rediscovery of Man," defines personality thus: "Personality is the extent to which a person has developed skills and habits which interest and serve other people." You can develop such habits. It made Henry Field an important man in the middle west. It can do much for you. Try it!



Hurry with Those Seeds

"What's keeping you, daddy? Here we got the garden all ready and you haven't got those seeds out here yet. Mr. Field got them from Shenandoah to us quicker than you get them out from the house." This is Albert Allsup of Joy, Ill. Age 2 yrs. 6 mo.



What! I've Got to Pod All These?

"I wish Mr. Field's seeds didn't yield so much. I don't see how I can ever get these all podded." This is Gene Gruenbacher, 3 yr. old son of Albert Gruenbacher of Colwick, Kansas. The peas, says Albert, are my Fillbasket and American Wonder.



Not High Hat

This little girl certainly couldn't be accused of being high hat. In fact, her hat couldn't be much lower without being a dress. Mrs. A. Copper of Myton, Utah, sent this picture in, but she forgot to tell me the name of the little girl out in her garden.

OUT OF THE LETTER BASKET

A Nice Friendly Letter

Mr. Henry Field:

"Your very human 1940 catalog received today and I thank you. It is more than a catalog to me; no other like it. I have told many others about you and your plants and below I list a few to whom I wish you would mail your catalog if they have not written for one.

"My roses bought spring of 1936 are still fine and none finer in this town. You can be proud to have them in my garden because it is a show place in springtime.

"I want to plant some French Lilacs so want to know if you can furnish a greater variety than you list. I want from 12 to 25. You do not state size of these plants. This I want to know. Will you please give me this information soon? Would like 10 colors if I order 25, and plants that will bloom next year. Your catalog is such a joy to me. I want these flower buyers to have it also. Mrs. Killman is a beginner in gardening and I am selecting a list of roses she expects to order from you. I know varieties and you have the stock, so there! That from a Field Fan. She will likely order other things when she receives the catalog. Hope all order something. Let me know right away about the lilacs."

Miss Gayzelle Travelstead,
1005 W. Walnut, Marion, Ill.

P.S.: Visitors to my garden continually ask me, Where do you buy your roses? and always I say, HENRY FIELD.

Good Peony Suggestion

"Dear Folks: Reading in Seed Sense about digging up peonies that don't bloom, I had some that hadn't bloomed for several years, and I find that if you use the garden hose on them after they are well up, but not leaved out yet, just turn the water on them hard enough to wash the dirt off so they are not too deep, they will bloom again without digging up."—Mrs. L. E. Pepin, Oelwein, Ia.

Raised on Field's Seeds

"Dear Henry Field:

Since I can remember, my folks used Field's seeds, for the garden.

Now I have been married for five years, and I'm raising my two children on a Henry Field garden, too. Both of them were started on Henry's tomato juice when they were real little.

My five year old boy saw some potato bugs on the plants and came in and got the Bug Dust and gun, and used it. We didn't have any more trouble.

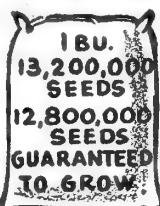
From our garden, made with your seeds, we ate all summer and lived out of the cellar from what we had canned, that winter."—Mrs. Harold Bechler, Route 2, Sac City, Iowa.

Atlas Gave Triple Crop

"Dear Friend Henry: I think Atlas Sorgo can't be beaten by anything. It produced almost three times as much fodder per acre, and it's better feed. The stock like it better than they do Hegari which was planted in the same field. Your Atlas took over 8 lbs. of twine to tie it."—Robert Drake, Walnut, Iowa.

SEED SENSE ODDITIES

There Are 13,200,000 Seeds
In 1 Bu. of Alfalfa



No matter what grade you buy, Henry Field Guarantees 12,800,000 will grow in good conditions.



Potatoes
Are
Poison

Don't worry, though, the amount contained is so small it could never be harmful.



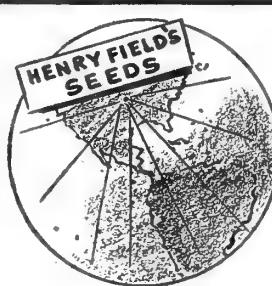
Valuable!

Some of Henry Field's Inbreds from which MULE-HYBRID corn is made are so valuable, they are sold by the kernel and NOT the pound.

Kills 7 Times
as Many Bugs!



IN AN OFFICIAL Government test a formula similar to Bug Dust killed 7 times as many of the bugs on the plants as did Lead Arsenate and Lime!



The
World's
Seed
Head-
quarters

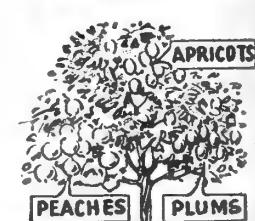
Henry Field's Seeds are sent all over the world. Besides customers in every state and possessions of the United States, Henry Field ships seeds to 47 foreign countries. They MUST Be Good To Go So Far.



Pumpkin & Squash Are
Not Pumpkins & Squash!

They are gourds. They rightfully belong to the Cucurbita—a genus of the GOURD Family as does also vegetable marrow.

3 Fruits Borne
on One Tree!



Believe it or not, Henry Field sells trees that bear 3 different fruits on one tree at the same time! These are listed in the catalog on page 30.

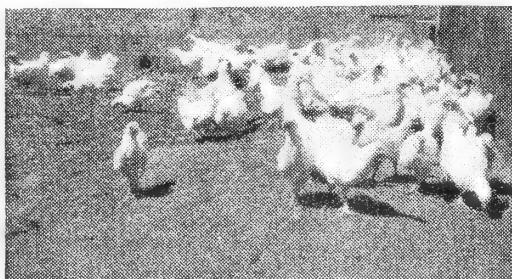
The Chicken Page—News from the Hatchery



Judge Leon Smith

This is a snapshot of Judge Leon Smith looking over one of the high egg-blood cockerels that heads one of our flocks. All our flocks are supervised by Judge Smith—an official American Poultry Association judge who devotes his entire time and ability to Field's flocks. You get some idea what this means when you learn that only a very few men in the country are able to pass the stringent exams necessary to become an APA judge. I doubt if 10 hatcheries in the country have a man of his capacity directing their breeding program.

It all boils down to the fact—that when you send your order to Henry Field's for chicks, you are getting the finest chicks you can buy—chicks that would normally cost you \$4 more per hundred than our low prices. This year make more money with Field's chicks.



Field's Chicks at 5 Weeks

"Dear Mr. Field—Picture of my baby chicks I got from you March 5, taken at the age of 5 weeks. I have had extra good luck with them having lost only 4, or I should say it wasn't luck, for they are remarkably good chicks. I also have a good deal of praise for your fine nursery stock."—Mrs. Fred Kuehne, Big Springs, Nebr.



A Young Chick Customer

Here's one of my youngest chick customers with one of the 400 chicks his father bought of me last year. His father reports that they did exceptionally well and sent this picture in with his order this year. Sent in by Wilbur D. Russell, Max, Nebr.



Big as Turkeys in 5 Months

"Dear Mr. Field: These extra-fine chicks from your hatchery arrived here on the 18th of May and are as big as turkeys now (last of October). To say we're pleased is putting it mild. This is Jerry, Clara Ann and Nelda Anderson."—Mrs. W. F. Anderson, West Baden, Ind.

15 Cockerels Free!

Maybe you noticed on the price list and maybe you didn't, I have a real special this month on my top or "Extra-Select" grade. With every 100 pullet chicks you buy, I'll send you FREE 15 WINGBANDED UNRELATED COCKERELS ABSOLUTELY FREE.

This applies only to Barred, White, and Buff Plymouth Rocks; Buff Orpingtons; S.C.R.I. Reds; New Hamps.; and White Leghorns. See prices and details on the enclosed price list.

Don't Miss 1c Sale on Chicks

On the price list enclosed with Seed Sense is a real bargain I hope you won't miss. It's the 1c sale we had earlier in the season that we had to repeat because of so many requests.

You buy 100 chicks and get the second hundred for only 1c each. Here's the way it works. You send your order now for 100 Best Egg Grade chicks either straight run, pullets or cockerels, for shipment after April 20. Order can be for Barred, White, or Buff Plymouth Rocks; Buff Orp.; S.C.R.I. Reds; New Hamp.; Leg-Rock Hybrids; Leghorn-Minorca Hybrids; or White Leghorns. Include an extra \$1.00 and I'll SEND YOU 100 EXTRA CHICKS with your order.

It's a real bargain and my how popular. See prices on price list enclosed.

Free: 3 Ft. Apple Tree

Most everyone can use a good husky apple tree for planting this spring, especially since orchards have been so badly damaged. That's why I'm giving free 1 two to three foot apple tree with every 100 chicks you buy BEFORE APRIL 30. You must ask for your gift and you may choose the variety you want—Anoka, Jonathan or Delicious. This will be sent separate at proper planting time, so you'll get it at the right time even though you may not want your chicks until late.

* * *

Science claims that Man's the only animal that can laugh. If the waggin' tail on a dog welcomin' his master ain't laughter and enjoyment, then I'm a stuffed coot.

Poultry Raising Tips by The Poultryman

I remember my grandmother used to put her broody hens in a coop about this time of the year. She gave them water and no feed. She couldn't have done anything worse.

Broody hens have plenty of egg yolks, but Nature won't let her lay eggs until she has had time to hatch her chicks. So it's best to put broody hens in a slat bottom crate with no nesting material for about 3 days and nights with an extra supply of mash and grain and milk rather than water. This speeds up egg production and cuts down period of broodiness.

Broodiness can cut down egg production 20%, if you let it wear out of its own accord.

Heat your brooder house a couple of days before your chicks arrive. This assures you that it is working correctly and gives your chicks a real break when they arrive.

Be sure to clean your brooder house with laundry soap and good strong lye water. Cleanliness is 1st commandment in raising all your chicks.

Bug Dust scattered through your litter helps check mites. Some folks who still prefer a spray can make a good one with crude carbolic acid mixed with clear fuel oil.

Don't forget to disinfect your feeders and waterers, too. Use a good, clean litter and spread it deep. This helps stop spread of germs.

Use a good, clean litter and spread it deep. This helps to stop spread of germs.

Laying at 4 1/2 Months

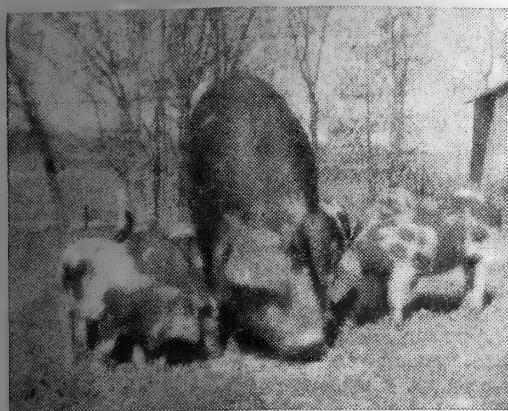
"Dear Friend: Last spring I invested \$9.90 in 100 of your S.C.R.I. chicks which did splendidly. Started laying July 20th and were shipped to me March 5th. I also had two hens hatch from them, bringing me 21 chicks out of 30 eggs hatched September 21st."—Mrs. Willis I. Graham, Marysville.

Field's Chicks Best of All

"The best place we ever bought chickens was at Henry Field's. We bought 500 last year and raised about 400 of them. We appreciated mostly that you made half of your chickens good for the first two weeks. We thought good about them that we raised them by hand. We did not have a brooder house. If we had we would have raised practically all of them. You can count us as boosters for Henry Field's chicks."—Harley Matney, Jackson, Nebr.

* * * * *

It's funny how some people won't buy anything 'till they think some one is losin' money on the deal.



Pleased with Our Spots

"Dear Mr. Field: Here is a picture of the Spotted Sow I bought of you in February. The name is Ak-Sar-Ben Princess. The pigs were 2½ months old and sure were dandies. We're more than pleased with the buy."—Mr. Wilbur Pluckhahn, Carroll, Ia.

Hold Up Those Pig Orders

Please don't send me any more orders until fall for bred gilts or bred sows for either Spots or the white-faced Herefords, for we are just cleaned up. People have been begging us for stuff, but we just haven't got it.

We will have plenty of them bred for September and October. A postal card about the first of August will bring you complete information.

We will have plenty of young pigs—and it's a good time to get a quick cheap start in hogs by buying some of these unrelated trios—two gilts and an unrelated boar. A trio will put you in the hog business quickly and cheaply. Ready to ship in May or June.

PRICES: Same as last Seed Sense. Spring pigs only.

Weather-Proof Corn Succeeds!

(See Price List. Same Price as Other Mule-Hybrids)

My special weather-proof corn has been a life-saver on hundreds of farms. Take last year. It got hot and dry just when corn was tasseling and lots of corn didn't set a kernel because the pollen was all destroyed by the heat. But where my weather-proof blends were planted, they did. The reason is simply that THIS BLEND IS SO MADE IT THROWS ITS POLLEN OVER A 3 WEEK PERIOD and so threw pollen for a long period after the heat wave thereby making corn.

Read what Geo. Miller of Sawyer, Kans. says. "Dear Mr. Field:

I purchased ■ bushel of weather proof MULE HYBRID corn from you last spring. Planted it on 25 acres, it is making from 35 to 40 bushels per acre. It is the only corn for miles around and hundreds of acres were put in here, and all dried up but your Mule Hybrid stood the test of hot dry weather. People have come for miles around to look at this corn as I have advertised it pretty thoroughly. Several have asked me to order seed for them when I order.

Yours respectfully,
Geo. D. Miller, Sawyer, Kansas.

* * *

I do not think much of the man who is not wiser today than he was yesterday.—Lincoln.



"Dear Mr. Field: I want to send you this picture of the wonderful pasture mixture I got of you. It was sowed Feb. 25 and the Brome sowed on it March 6. About June 1, it stood 3½ ft. high. Mowed 6 A. and the rest where the cattle are in the picture wasn't mowed. It's extra fine pasture now and looks like there will be plenty of feed in it for fall and winter when the snow isn't on."—Clint Thompson, Vermillion, Kansas.

Get Your Pasture Mixture at Headquarters

Pasture mixtures are something some seedsmen cheat on. With the seed mixed up, they figure you can't tell if they load it with a lot of screenings and other chaff. But that never happened at Henry Field's and I guess it's one good reason why we probably sell more pasture mixtures than two or three other seedsmen put together. Our formulas have been worked out over 50 years, our seed is carefully tested and full test put on each bag, and by buying seed in huge quantities, we can save you money on what you need.

This year, we are pushing 5 different mixtures. Each one is for a certain purpose and made up especially for that purpose. Each bu. sows 3½ A. Here's the list.

For Quick Pasture—Field's Hurry-Up Mix, bu. \$2.65.

For Dryland Pasture—Field's Brome Grass Mix, bu. \$6.75.

For Hog Pasture—Field's Hog Pasture Mix, bu. \$2.50.

For Permanent All-Around Pasture—Field's 50-50 Pasture Mix, bu. \$4.50.

For Bargain Pasture—Field's Good But Cheap Permanent Pasture, bu. \$3.25.

All except the hog mix are eligible to 75c per acre AAA payment and the Brome Grass Mix is eligible to \$3 per A. If reseeding, they all earn 8c lb. AAA payment except Hog mix. Beware of mixtures that won't qualify.

Proves Brome & Alfalfa Best

Remember last month, I told you an ideal combination for permanent hay and pasture was to sow 10 lbs. of Brome per A. now and 5 lbs. of Alfalfa per A. on the same ground later? Well here's some official proof of the results of that mixture from the Dominion Agrologist at the University of Saskatchewan. Look them over carefully.

Year of test	Yield of Cured Hay in Pounds Per A.	
	Brome grass alone	Brome & Alf. Mixed
1926	2619	2718
1927	3750	4155
1928	2386	4548
1929	787	2201
1930	473	1111
1931	856	3985
1932	627	4226

They also go on to say that the mixture prevents the pasture becoming 'sod-bound' as Brome alone will sometimes do because of lack of nitrogen which alfalfa supplies. This year, be sure you try this mixture for hay and pasture. You just can't beat it.

Want Hybrid Corn Sign?

We will have hybrid corn signs ready about the middle of June. These are nice big metal signs—easily put up by driving 2 spikes which are furnished.

Lots of you Mule-Hybrid growers have been wanting them. We will send them free, if you will send a postcard and tell us how many you will want. Of course, we prefer that they be used on fields alongside a well-travelled road. And naturally, we want them only on Mule-Hybrid fields. Too many companies send men down the road to put their signs on any corn that looks good to them. So send in your card and tell us how many you'll need. We'll send them right out as soon as signs arrive from the manufacturers.

* * *

Be a self-starter and don't make a crank out of the boss.

Sow Hulled Lespedeza Late

My new hulled and scarified lespedeza has caught on like "wild-fire." It's selling right and left. First reason is, it goes farther—takes only 2/3 the usual amount of seed. Second reason is it's absolutely free of horse nettle which some lespedeza contains.

But I want to warn you not to sow it too early. Lespedeza can be hurt by late freezes and this starts quick so I say last half of April or early May is about right. Remember, it's only \$4.95 per bu. and that's a 60 lb. bushel—absolutely noxious weed free.

Clipping Sweet Clover

So many folks have asked about how to clip various Sweet Clovers, I'm going to pass on my opinion in case you were wondering, but hadn't written.

Regular biennial Sweet Clover clipped on the last of May will generally produce more seed than that's unclipped. However, clipping after this date starts to destroy the seed yield and clipping earlier doesn't seem to help much.

Hubam clover will recover, if clipped high, and will branch out and produce a tremendous seed crop.

Don't clip any of your Sweet Clover too low.

* * *

As we grow better, we meet better people.—Elbert Hubbard.



Atlas Beats Them All in Minnesota

Here's a sample of the way my Atlas Sorgo performed up at Heron Lake, Minnesota. M. B. Wilson who sowed it claims, "That Atlas is sure wonderful feed. The yield is so heavy and the stock like it and never waste it like they do corn fodder." He didn't say what his yield was, but he's going to have plenty of feed.

BY ALL MEANS, SOW ATLAS THIS YEAR

You just can't beat this sensational forage crop with anything you've ever known. Everywhere, Atlas is outyielding corn for fodder 3 to 1 by making 15 to 20 tons of fodder or silage per acre. Besides, it will grow anywhere, loves drought and is something grasshoppers and chinch bugs leave alone.

Perfect Feed

Besides, just like Wilson said in his letter above, cattle like it because it's sweet and will leave other feed to get it. Has feeding value equal to corn. Yields of 40 to 60 bu. of grain per acre are not unusual.

How To Sow

There have been lots of questions about how Atlas should be sowed. Best way is 8 lbs. per acre using large faucet and large plate with planter running full speed. Plant in rows for cultivation.

Buy Only Certified or Approved Seed

Much Atlas sold is worthless off type and very poor germinating. That's why I sell only Registered or Affidavit seed—guaranteed high germinating and true to type. Take your choice, but by all means plant Atlas this year. Arizona Blue Tag \$4.25, Registered ATLAS \$3.50, Affidavit ATLAS \$2.25, all per 100 lbs. Bags free.

SUDAN— Best Midsummer Pasture



Head and shoulders above anything you can plant for midsummer pasture is Sudan. Can be sown anytime from the middle of May to the middle of June and you can turn in on it 6 weeks after it's planted. Makes a terrific amount of hay or pasture that cattle like.

There's still lots of questions about the best way to sow Sudan. I like to use 25 to 30 lbs. per acre. Don't sow it deep—an inch is enough. And if you can pack the seed bed so much the better.

Our regular ATLAS Sudan is fine—and is practically free of cane hybrids, but if you want something really fine, plant our Sudan 23. It is the SAFEST SUDAN KNOWN FOR PASTURE—absolutely free from hybrids. It yields 15 to 25% MORE because it has been selected for its leafy growth and heavier stooing. Costs but a few cents more per acre, but it's more than worth it. Price regular Sudan this month only \$3.95 per 100. Sudan 23 \$5.95 per 100.

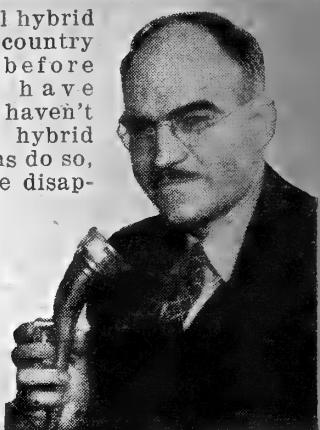
Write for Prices

I have a limited amount of U. S. 35, U.S. 44 and U. S. 13 hybrid (besides the regular State Certifieds listed on the price list), but not enough to quote them on the price list. However, if you're interested, a postcard will bring you prices right away. Ask for anything else you need at the same time.

The day only dawns to those who are awake.

'ALFALFA' JOHN SAYS

Looks like all hybrid corn in the country will be sold before many days have passed. If you haven't reserved your hybrid yet, by all means do so, so you won't be disappointed. A great many are going to have to plant open-pollinated corn this year.



Still urging you to save the extra \$1.50 per bu. by planting Henry Field's Hill Drop Corn instead of Edge Drop. 60c buys your planting plate and after that, the money you save is pure profit. Hill Drop yields as much, if not more, than Edge Drop corn.

Wish you could see "Pate" Simmons, one of these busy spring days, selling field seeds downstairs here at the seedhouse. The other morning, I saw him talking to 14 farmers at one time answering all their questions together and then he sat down and took their orders. Didn't have time for dinner at all that day. Too busy, loading out seed.

Hope nobody misses taking advantage of the low alfalfa prices this spring. You ought to have alfalfa on your farm and this is the year to get it.

Try at least 1 bu. of Weatherproof Mule-Hybrid this year. In case of prolonged heat this summer, it will outyield plantings of just one variety in almost every case.

Don't forget to firm your seed bed on all plantings of grasses and clovers. Nothing helps more, getting a perfect stand.

Get those orders in soon and watch our dust. All orders go out the same day they arrive.

'Alfalfa' John Nicolson

Combine Type Grain Sorghum

Lots of folks don't want to trouble binding, shocking and threshing their grain sorghums and want to know the best combine types.

Early Kalo is about the best year after year for grain yield.

The Milos are next. We like Colby best, but some folks prefer the Day and Sooner, particularly in Nebraska.

Plant all 10 lbs. to A. using large plate in rows, cultivate and harvest with combine in fall when dry.

It's great to be great, but it's greater to be human—Will Rogers.

All the good maxims have been written. It only remains to put them into practice.—Pascal.

Kindness is the golden chain by which society is bound together.—Goethe.

The reason a hole in a tooth feels so large to the tongue is because the natural tendency of the tongue is to exaggerate.

FREE! SUBSCRIPTION TO "SEED SENSE" GOES WITH EACH ORDER FROM HENRY FIELD



USE
LETTER
POSTAGE
HERE

From _____
R. F. D. or Street _____
Post Office _____
State _____

DID YOU REMEMBER TO ASK FOR YOUR FREE GIFTS? Don't forget, I want you to have them.

NAME OF PERSON WANTING CATALOG	STREET OR ROUTE	POSTOFFICE	STATE

Now the catalog is ready and you've made your money. So now is a good time to ask a favor of you. If there's some of your neighbors you think ought to buy the gardeners' names or folks who want nursery stock or field seed, I wish everybody to have my catalog who's interested but it costs money to send them to folks who aren't. So please send only names of people you think would be interested, one good name is better than 3 not interested ones.

NOW DO ME A FAVOR WILL YOU?

Get Your Mule-Hybrid Quick—Price Raises April 20

Mule-Hybrid Breaking Records Everywhere!



Mule-Hybrid Went 80 Bu. Per A.—Stood Straight—Beat 12 Others

"Dear Mr. Field: Picture of my wife, Marie, and daughter, Marilyn and dog 'Wookie' on a load of Mule-Hybrid. I planted 20 A to your No. 129 which went 80 bu. per acre. It's a dandy picker corn, stands straight and ears hang on. I picked 186 acres last fall in all. Had a dozen different hybrids and your No. 129 topped them all."—Leslie Fillman, Gardner, Ill.

90 Bu. Per A. on "30 Bu." Land

"Dear Henry:

"It really beats anything I've ever planted.

"My land is pretty hilly and I have never been able to raise a good crop of corn until last year. I am sending a snapshot of some of your 129 which I planted. It averaged about twelve feet tall and almost every stalk had two ears of corn on it. I also planted some No. 100 which did very well, but 116 proved best for my land, as it yielded ninety bushel per acre on land which had previously yielded only thirty bushel per acre at most. You can look for another order from me in the spring."—Mr. Fred Brice, Kennimore, Wisconsin.

Beats High Priced Corn by 10 Bu.

"Dear Mr. Field: I bought three bushel No. 116 edge drop Mule Hybrid seed corn and got such a splendid yield, I have to express my gratitude.

"I planted two bushel of a higher priced corn raised in Illinois and yours yielded fully ten bushel more per acre. It was very big eared and deep on cob, and fully matured. Again I congratulate you for your splendid seed."—Christina Knutson, Joice, Iowa.

129R Beats 7 Others

"Dear Henry Field: I have used your Mule Hybrid corn for three years.

"Last year I had seven different kinds on 100 acres. Your 129R outyielded all others. After seeing my Mule Hybrid, several of my neighbors are ordering it this year."—Rayce Hagan, Mercer, Mo.

Best Corn Ever Raised

"Dear Mr. Field: I have been wanting to write to you ever since I harvested my corn which I got from you last year. It is the best corn I ever raised.

"It stood up and lots of stalks had two ears. I wanted to send you two or three ears so you could see for yourself. Hogs like it better than any other hybrid corn. The ears were twelve to fourteen inches long, and not a small ear."

Round Hill Drop Grade Now **\$3 50**
Bu.

Round Hill Drop Grade Apr. 20 **\$3 75**
Bu.

I've been wanting everybody to learn the advantages of round Hill-Drop grade corn so I've been selling it \$1.50 below Edge Drop, to encourage you to try it.

But that has been too cheap and I've found I've lost a little money doing it, so I'm going to have to put the price up at least 25c per bu. But I'm giving you plenty of fair warning. THE PRICE WON'T ADVANCE UNTIL APRIL 20, BUT AFTER THAT DATE, IT WILL BE \$3.75 per bu. instead of \$3.50 as it is now. Fair warning, isn't it. Well, get those orders in.

SOME NUMBERS OF MULE-HYBRID ALMOST SOLD OUT

We're down to the last few thousand bushels of Mule-Hybrid because of this year's heavy demand and on some numbers we won't have enough corn to last more than a few weeks more at the rate it is going out.

All I can do is warn you and you have to do the rest. A lot of you won't be able to get hybrid at all this year, if you put off reserving what you need too long, so GET THOSE ORDERS IN NOW, before it's too late.

Open Pollinated Corn

You don't hear much about open-pollinated corn any more, since 90% of the farmers have turned to hybrid. But this year, hybrid is too scarce to go around to everyone so some are going to have to go back to open-pollinated strains. That's why I got out early and selected some good reliable old-line strains of Reid's Yellow Dent, Krugs Yellow Dent, Silvermine, Silver King, Boone County White and St. Charles Red Cob. Have them all at \$2.25 bu.

Correct Corn Plates

No, we don't sell corn plates. There are just too many makes of planters and I suggest you go into your local dealers and they can fix you out best there. Most of them now have what they call a Master plate and on it is drilled holes of all the different sizes of plates they make and they can tell you in a minute just the plate you need.

Most plates cost around 60c each and if you don't have hill-drop plates to plant our uniform Hill-drop corn, the saving on just one bushel of our Hill-drop grade will pay for them and every bushel of Hill-drop you plant after that will be just profit to you. If you're smart this year, you'll plant at least half of your corn in the Hill-drop grade and see for yourself if it doesn't yield as much or more than any other grade.

115 Bu. Per A. in Dry Year

"Dear Henry: Last year I bought Mule Hybrid corn of you, and planted.

"My yield was 115 bushel per acre, and I don't know what it would have done if it had rained two weeks earlier."—Grant Swigart, Tingley, Ia.

80 Bu. Per A. in Minn.

"Dear Mr. Field: I planted your Mule Hybrid along with three other hybrids and one open pollinated corn. We had a hard wind after the ears were quite heavy. This beat over and broke off many stalks in the other hybrids but the Mule Hybrid didn't mind it at all. It yielded 80 bushels to the acre.

We have an old neighbor from North Carolina who likes to go fishing in Fox Lake. He had to go through our corn field to get there, and he was so impressed with the Mule Hybrid, he wanted me to order him 3 bushels also."—Fred Drant, Sherburn, Minnesota.

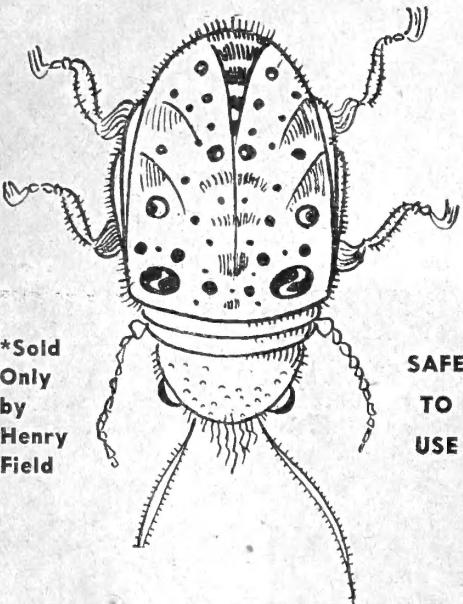
Weatherproof 10 Bu. Per A. Better

"Dear Henry: Well, I am coming back to you for some more seed this year. I got some of you last year and it sure done a job. I was well pleased.

I had some (name purposely omitted).—H. F. planted right side of it on the same field and your Weatherproof Blend A averaged ten bushels more to the acre.

Your corn stood the drought and stayed green. I had it in half mile rows and you could see clear through to the other end and nothing but ears. Well I think I am sold on your Mule Hybrid for quality yield and price."—Otto Pflughaup, Seward, Nebraska.

20,000 CUSTOMERS USE MY BUG DUST* It Must Be Good!



SAFE
TO
USE

*Sold
Only
by
Henry
Field

Secret Formula Makes "BUG DUST" So Powerful

My Bug Dust is so powerful because of the secret formula we perfected for using Rotenone, the new poison. Others have tried to copy it, but they don't know my secret. **BEWARE OF CHEAP IMITATIONS!**

3-Way Action

My BUG DUST works three ways. It not only is a STOMACH POISON but a CONTACT POISON and FUNGICIDE—**ALL IN ONE DUST**. No need to buy three preparations. Buy Henry Field's famous Bug Dust.

Dust Almost a Miracle

A great many folks claim my Bug Dust is a real miracle, the way it goes to work. You may not believe that until you try it, but you will then.

Guaranteed

My reputation as a gardener for 50 years is behind Bug Dust. It does what I say or your money back and no arguments.—H. F.

PRICES

3 lbs. \$1.00, postpaid
5 lbs. 1.49 postpaid

DUSTERS

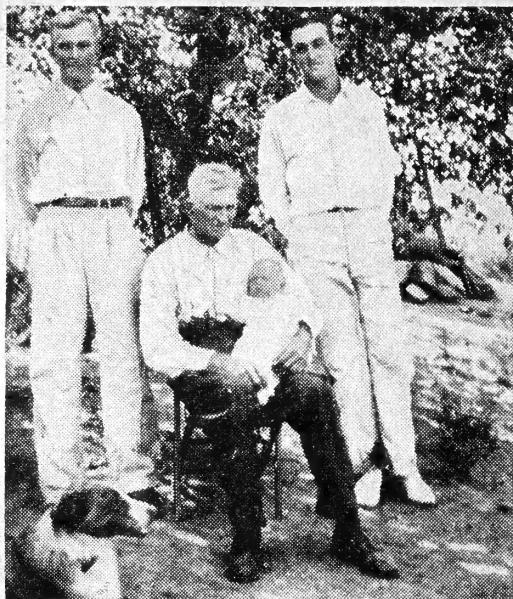
A small but strong and powerful gun for small gardens. 40¢ each, postpaid.

Bigger gun. Holds about 1 lb. Bug Dust. Long extension nozzle for getting under plants. Now only 98¢ each, postpaid.

SPECIAL OFFER

2 Lbs.
Bug Dust
and
Dust Gun

\$1.00
Postpaid



4 Generations Field Customers

Here's an interesting picture you don't see very often. It's four generations of Shumates—Robert Roland, Robert Henry, Robert Harley and Robert Dale, born July 4, 1940. They're all Henry Field boosters too, except maybe the young one and I haven't had a chance to find out about him yet. R. R. Shumate says he likes Seed Sense fine and to keep it coming.

Don't Forget to Add These To Your Order

LAWN SEED—Should be sown now 1 lb. for every 200 sq. ft. new lawn or 1 lb. for every 400 sq. ft. where thickening up old lawn. Rake in or roll in well. Plant either my famous 20-Day Mixture or straight Kentucky Blue Grass at same price: **39c** lb., 3 lbs. **98c**; 5 lbs. **\$1.49** postpaid.

SHEEPOLIZER—Ideal fertilizer for lawns, flower beds and gardens. Rich in phosphorous, nitrogen, potash. Cannot burn plants. 100 lbs. only **\$1.95** f.o.b. Shenandoah.

FLASH ANT KILLER—Soon will be ant time. This gets them quick. **35c** can; 4 cans **98c** postpaid.

VITAMIN B1—What all these unbelievable reports are about, 50 tablets **50c**; 100 tablets **\$1.00**. Solution form, enough for 1000 gallons of solution only **\$1.00** postpaid.



So many folks have asked for our daily radio program, I'm printing it here in Seed Sense for you. Be sure to save this Seed Sense or cut out this program and paste it on your radio, so you can follow us every day. Remember **AFTER MARCH 29**, KFNF WILL CHANGE WAVELENGTH FROM 890 KILOCYCLES TO 920 KILOCYCLES so we'll come in 30 Kilocycles up on your dial. Mark this down, too, so you won't miss any of our planting help programs.—H. F.

TIME	PROGRAM	ANNOUNCER
6:00 A.M.	Breakfast Club Roundup.....	Pete Simmons
6:30 A.M.	News.....	Paul Oliver
6:40 A.M.	Breakfast Club Roundup, Cont.	Pete Simmons
7:00 A.M.	Your Garden Talk.....	Henry Himself
7:15 A.M.	Billie and Her Pals.....	Paul Oliver
7:30 A.M.	Morning Devotions.....	Mr. Pearson
8:00 A.M.	Transradio News.....	Arnold Johnson
8:15 A.M.	Kentucky Jess.....	Paul Oliver
8:30 A.M.	Wilbur Smith and His Old Timers.....	Paul Oliver
8:45 A.M.	Curly Dale.....	Paul Oliver
9:00 A.M.	Your Flower Talk.....	Helen Field Fischer
9:30 A.M.	Billie and Her Pals.....	Dutch Woodward
9:45 A.M.	Transradio News.....	Arnold Johnson
10:00 A.M.	Homemakers Visit.....	Adella Shoemaker
10:15 A.M.	Cornfield Hawaiians.....	Paul Oliver
10:30 A.M.	Garland Hutchings.....	Dutch Woodward
10:45 A.M.	Margaret and Her Accordion.....	Paul Oliver
11:00 A.M.	Weather and Markets.....	Arnold Johnson
11:15 A.M.	Put the Kettle On.....	Paul Oliver
11:30 A.M.	Seed Sense Of The Air.....	Most of the Seedhouse Boys

12:00 Noon	Transradio News.....	Arnold Johnson
12:15 P.M.	Ranch House Boys.....	Paul Oliver
12:30 P.M.	Noonday Letter Basket.....	Henry Himself
1:00 P.M.	Grab Bag.....	Pete Simmons
1:30 P.M.	Hymns with Jess and Lena.....	Arnold Johnson
1:45 P.M.	The Pet Program.....	A. L. Stithem
2:00 P.M.	Cornfield Hawaiians.....	Dutch Woodward
2:15 P.M.	Transradio News.....	Arnold Johnson

WE SIGN OFF	FROM 2:30 TO 5 IN FAVOR OF RADIO STATION	KUSD, Vermillion, South Dakota
5:00 P.M.	Here Comes the Band.....	Paul Oliver
5:15 P.M.	King Ridge Mountain Boys.....	Paul Oliver
5:30 P.M.	Transradio News.....	Arnold Johnson
5:45 P.M.	Viola Faye.....	Dutch Woodward
6:00 P.M.	Arkansas Travellers.....	Dutch Woodward
6:40 P.M.	Garland Hutchings's.....	Dutch Woodward
6:55 P.M.	Transradio News.....	Dutch Woodward
7:00 P.M.	Evening Letter Basket.....	Henry Himself
7:30 P.M.	Sales and Want Ads.....	Dutch Woodward
8:00 P.M.	Variety Programs.....	John Dickson & Arnold Johnson
8:45 P.M.	Transradio News.....	John Dickson
9:00 P.M.	Watching the Grooves Go By.....	John Dickson

That's the lineup.

Sec. 562 P. L. & R.

U. S. POSTAGE

PAID

PERMIT No. 5



THIS SEED SENSE

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DIV OF FOOD & VEGETABLE
CROPS & DISEASES--BUREAU
OF PLANT INDUSTRY
P O WASHINGTON D C 5